

Background

At the December 2008 Board meeting in Chico, the SNC Board approved a grant for a project titled "The Great Sierra River CleanUp." This project aims to expand upon the efforts of the California Coastal Cleanup Day by coordinating cleanups in watersheds throughout the Sierra Nevada Region. The December bond freeze placed considerable pressure on the project's timeline leading staff to recommend sponsoring the Great Sierra River CleanUp in-house for the following reasons:

- The project presents an opportunity to connect with groups not yet reached through our existing grants program.
- A branded, large-scale event sponsored by SNC works towards the goal of establishing a unique identity for the Sierra Nevada Region.
- The Great Sierra River CleanUp connects with downstream users and volunteers of the Coastal Cleanup Day by establishing a Sierra to the sea link between headwater activities and downstream water quality.
- The project closely compliments the Conservancy's Education and Communication Plan by establishing a Sierra Stewardship Day linking people's connection to the Region where they live.

In May of 2009, SNC contracted with Janet Cohen of Community Action Partners to implement the premier year of the Great Sierra River CleanUp. A logo, posters, outreach materials, a Web site, and a training manual were designed. Two trainings for CleanUp coordinators were held, one in Mariposa and one in Auburn, to teach coordinators the nuts and bolts of how to host a clean-up event. Materials such as bags and gloves were ordered and shipped to CleanUp hosts and on the day of the CleanUp, coordinators collected data on the number of volunteers, pounds of trash collected, and miles of stream cleaned up.

Current Status

A complete report on the September 19, 2009 Great Sierra River CleanUp will be provided to the Board at this meeting. At this time there are 45 groups planning to participate in Cleanup efforts in more than 30 different locations. We are anticipating participation by hundreds of volunteers, Boardmembers, state legislators and local officials.

Next Steps

SNC staff will continue to work with Community Action Partners to seek sponsorship for the Great Sierra River CleanUp to cover costs for materials, coordination of the event, and trainings for 2010. Staff will be working with the Coastal Cleanup Day to coordinate efforts for next year and will continue to recruit host groups throughout the Region.